

## THE POTENTIAL PRODUCT LAUNCH OF RT002 – THE “LONGER ACTING BOTULINUM” FROM BOTOX RIVAL REVANCE THERAPEUTICS – MERITS A “WAIT AND SEE” POSTURE

**Carol Martin advises consumers to weigh preliminary manufacturer claims of six-month longevity with its projected “premium pricing”**

**MAY 1, 2018, ATLANTA, GEORGIA** – Nationally recognized cosmetic surgery expert and President and Founder of The Informed Choice consultancy, Carol M. Martin, today expressed that consumers should temper their initial enthusiasm over the RT002 launch.

“While it’s easy to get excited over looking younger longer, RT002 will likely come with a commensurate price tag,” stated Martin. “With current treatment averaging \$550 nationally, Botox manufacturer Allergan lists a three-to-four-month label claim – so one has to wonder if Revance’s six-month longevity claim will be worth the additional cost,” noted Martin.

Revance Therapeutics Chief Operating Officer, Abhay Joshi, a former 18-year veteran with rival Allergan, claims the company has data proving the six-month duration claim. The drug is now in late-stage testing for its first indication on treating glabellar lines – known as the “eleven” forehead wrinkles and is expected to be launched in 2020. Results of the data are expected to be a “major de-risking event” according to Revance Therapeutics CEO, Dan Browne.

“The results of injecting botulinum will depend on the dosage, how it is administered, the metabolism of the patient and many other factors,” Martin said. “It takes a while before the injections fully achieve their desired results and through repeated injections certain facial muscles become conditioned and results will usually start to last longer. It remains to be seen how RT002 will alter treatment regularity and longer-term results,” she continued.

Martin condones a “wait and see” position on RT002 and advises consumers to seek consultation to ensure optimal results from an experienced, board-certified cosmetic surgeon. “I’m excited to see new research and developmental improvements with botulinum injections and the promise they hold for long-term results. Turning back the clock a few more months is a dream come true for many – but it remains to be seen if those dreams will become an affordable reality,” Martin surmised.

### ABOUT THE INFORMED CHOICE:

*The Informed Choice, established in 1994 in Atlanta, Georgia, provides personalized cosmetic surgery and beauty consulting services to men and women. President and Founder, Carol M. Martin, has spent countless hours interviewing surgeons, physicians, dermatologists, and patients. Her company empowers people by providing honest, in-depth, and unbiased information about what to consider before making the choice to undergo a surgical or cosmetic procedure.*

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